



**PiM**  
PRINTING INDUSTRY *midwest*  
**PARTNERSHIP**  
**OPPORTUNITIES**  
**2019**

**SHARE THE VALUE OF YOUR SOLUTIONS**

Opportunities for engaging PIM members

Serving Minnesota, Iowa, Nebraska, North and South Dakota

Engage our nearly 4,000 member contacts with your company's valued solutions. Review our programs, then let's discuss how to maximize your PIM partnership.

# Membership has its benefits ...



## EXCLUSIVE SAVINGS

### Group Buying Programs

Local and national discount buying programs offer product and service discounts that reduce the bottom line. Rebates include everything from overnight shipping to printing equipment and supplies.



## ACCESS EXPERTS

### Events & Consulting

Connect with industry experts and each other through our creative events, including our quarterly PIM SmartCafé luncheons, printer showcases, golf tournaments, monthly webinars, and Women in Print and Young Professionals luncheons.



## SKILLS DEVELOPMENT

### Training & Certification

Gain relevant industry education for every category of communications professional through hundreds of hours of free, video-based courses. Access online certifications and expert-led webinars, seminars and workshops.



## TRENDS & BEST PRACTICES

### Publication & Research

Creating and curating content to keep members informed of trends and best practices through our Wage & Benefit Survey, Buyers Guide, and various newsletters, magazines, studies, surveys and directories.



## INJURY PROTECTION

### Safety & Environmental

PIM offers an array of services designed to reduce injuries and keep regulators at bay. Staff consultants offer on-site compliance audits and a PIM Great Printer Certification Program that ensures regulation and green compliance.



## REDUCE LABOR COSTS

### Technology & Workflows

Gain support and solutions for keeping your workflows and equipment in top form with our PIA Technical Hotline, PIA Integrated Print Center, PIA Center for Color Management and PIA Center for Lean Practices.



## RECRUIT & RETAIN

### Workforce Development

PIM helps members hire and retain competent personnel and drive students to our industry. We tackle the issues of workforce development to ensure our members have continued access to qualified personnel.



## YOUR INDUSTRY VOICE

### Advocacy & Action

PIA advocates before Congress and federal agencies for a member-driven public policy agenda that benefits and protects America's graphic communications industry. PIM advocates for regional issues to reduce regulations and spur growth.



## CONNECT & LEARN

### Peer Groups & Councils

Our Peer Groups & Councils provide priceless opportunities for members to learn from each other's experiences and get support. Online discussion groups and resource libraries at [connect.pimw.org](http://connect.pimw.org) keeps members engaged and informed.



### PIA Membership

PIM membership includes membership in Printing Industries of America, doubling benefits and offering access to a deep bench of resources.



## INNOVATION REWARDS

### Awards & Recognition

We believe that good business and quality performance deserve to be awarded. We honor the best of the industry with our annual Star of Excellence Awards Gala, PIA Best Workplace in the Americas, PIA Premier Print and the Graphic Arts Leader and Distinguished Printer Awards.



## CONTACTS

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Discover details at [www.pimw.org](http://www.pimw.org)

**All events include media release, signage and brand promotion pre, during, and post events.**

## Annual Excel List of Members

*Contact information of all member contacts*

Mailing information only	Associate Member benefit	Free	<input type="checkbox"/>
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## PRINT SHOWCASE

*Trade show BY printers, FOR print buyers - 220 attendees, March 7, 2019*

All sponsors receive attendance roster and exhibitor space.	Signature Sponsorship (Welcome and Introduces event. Dedicated table at registration.)	\$2,000	<input type="checkbox"/>
	Support Sponsor	\$1000	<input type="checkbox"/>

## STAR OF EXCELLENCE AWARDS

*PIM's biggest gala night of the year - 350 attendees - April 25, 2019*

<p>Sponsors may present. All sponsors receive extensive branding and attendee roster. Sponsorships are exclusive.</p> <p><i>(All levels dependent upon availability.)</i></p>	Signature Sponsor (Corporate Video)	\$5,000	<input type="checkbox"/>
	Beverage Sponsor (Get 100 Drink Tickets)	\$2,000	<input type="checkbox"/>
	Appetizer Sponsor (Provide Give-aways)	\$2,000	<input type="checkbox"/>
	Best of Show	\$1,250	<input type="checkbox"/>
	People's Choice	\$850	<input type="checkbox"/>
	Customer Service Representative of the Year	\$850	<input type="checkbox"/>
	Production Professional of the Year	\$850	<input type="checkbox"/>
	Outstanding Team of the Year	\$850	<input type="checkbox"/>
	Young Professional of the Year	\$850	<input type="checkbox"/>
	Creative Professional of the Year	\$850	<input type="checkbox"/>
	Décor & Centerpiece Sponsor	\$850	<input type="checkbox"/>
	Program Sponsor	\$850	<input type="checkbox"/>



**Because We're Stronger Together.**

## Women in Print Luncheon

*Honoring women in graphic communications - 150 attendees, held in October*

All sponsors receive attendance roster and may provide literature at tables

Signature Sponsorship (Welcome and Introductions. Dedicated table at registration.)	\$3,000	<input type="checkbox"/>
Support Sponsor	\$500	<input type="checkbox"/>

## Golf Tournaments

*Supporting PIM Education Foundation - 50-150 attendees, held Jun-Aug*

Meal sponsors may present prizes and provide literature at tables.

### Minnesota

Dinner Sponsor	\$2,000	<input type="checkbox"/>
Lunch Sponsor	\$1,000	<input type="checkbox"/>
Refreshment Sponsor	\$500	<input type="checkbox"/>
Hospitality Sponsor	\$250	<input type="checkbox"/>
Hole Sponsorship +\$100 Prize	\$250	<input type="checkbox"/>
Raffle Sponsors	\$100	<input type="checkbox"/>
Winning Low Score Award	\$400	<input type="checkbox"/>

### Iowa

Dinner & Distinguished Printer Award Sponsor	\$500	<input type="checkbox"/>
Refreshment Sponsor	\$300	<input type="checkbox"/>
Hole Sponsorship +\$100 Prize	\$100	<input type="checkbox"/>

### Nebraska

Dinner & Distinguished Printer Award Sponsor	\$500	<input type="checkbox"/>
Refreshment Sponsor	\$300	<input type="checkbox"/>
Hole Sponsorship +\$100 Prize	\$100	<input type="checkbox"/>

## Young Professionals Events

*Mentoring and supporting our next generation - Multiple events planned for 2019*

All sponsors receive attendance roster and may provide literature at events.

Annual Support Sponsor (Support recognition at all 2019 events)	\$500	<input type="checkbox"/>
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## Mingle Jingle

*Holiday event for fun and cheers - 150 attendees, December 4, 2018*

Sponsors may provide give-aways.	Beverage Sponsor	\$1,500	<input type="checkbox"/>
	Appetizer Sponsor	\$1,500	<input type="checkbox"/>
	Photo booth Sponsor	\$600	<input type="checkbox"/>

## SmartCafe Events

*Hybrid in-person and online education - 50-150 attendees, held quarterly*

Signature sponsors may introduce events. All sponsors may distribute flyers.	Signature Sponsor (Annual)	\$2,500	<input type="checkbox"/>
	Support Sponsor (Single Event)	\$600	<input type="checkbox"/>

## SmartSolutions Events

*Your content presented online by your designee - 20-120 attendees, As Ordered*

Webinar presented by your designated presenter. Archived for ondemand access.	Presentation Sponsor (Exclusive)	\$2,500	<input type="checkbox"/>
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## Walleye Tournament

*Teams compete in this annual event - Held in May*

Conducted in South Dakota	Captain Sponsor - 4 Boat/Teams	\$1,000	<input type="checkbox"/>
	Big Rig Sponsor - 3 Boat/Teams	\$750	<input type="checkbox"/>
	Angler Sponsor - 2 Boat/Teams	\$500	<input type="checkbox"/>
	Rules Night Refreshment Sponsor	\$300	<input type="checkbox"/>
	Support Sponsor	\$200	<input type="checkbox"/>



## Loupe Magazine

Signature PIM magazine - Printed and mailed to 2,000 members 6x per year

Regular advertisers receive preference to article submission and positioning.

### Annual - 6 X

Full page Ad (8.5 × 11")	\$3,600	<input type="checkbox"/>
1/2 Page Ad (8.5 × 5.5")	\$1,800	<input type="checkbox"/>
1/4 Page Ad (4.25 × 5.5)	\$900	<input type="checkbox"/>

### Single Issue

Full page Ad (8.5 × 11")	\$800	<input type="checkbox"/>
1/2 Page Ad (8.5 × 5.5")	\$400	<input type="checkbox"/>
1/4 Page Ad (4.25 × 5.5)	\$200	<input type="checkbox"/>

## eLoupe News

PIM electronic newsletter - Emailed to 3400+ members twice per month

Ads are 468 × 60 pixel banners linkd to your URL or document.

Annual (24 issues)	\$1,800	<input type="checkbox"/>
6-Months (12 Issues)	\$1,000	<input type="checkbox"/>
1-Month (2 Issues)	\$200	<input type="checkbox"/>

## PIMW.org and CONNECT.pimw.org

Banner ads on primary and community websites

pimw.org home page banners reach 1,300 active users per month. Your banner on PIM's new community building website appears on every page.

Annual	\$2,000	<input type="checkbox"/>
6-months	\$1,200	<input type="checkbox"/>
1-Month	\$400	<input type="checkbox"/>

## eMail Blast

Your HTML email distributed to all members

Emailed to 3,400 members once per year.

Single time distribution	\$1,800	<input type="checkbox"/>
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## Buyers Guide 2020

Membership Directory highlights your capabilities to 9000 potential customers

### ALL ADS INCLUDE upgraded access on PrintAccess, the national online search engine.


- > Preferred listing when a user searches by name or region.
- > Logo, descriptive paragraph, website URL, email address, and number of employees displayed on your online listing.
- > Your company's capabilities, specialties, and products/services in cross-reference searches.
- > Up to 60 pieces of equipment included in the Equipment listing section.

### LOGO ADS INCLUDE:

Company Name, Address, Contact Name, Phone Number, Email, Website URL, and...

- > A descriptive paragraph about your company, not to exceed 420 characters.
- > Equipment listing, not to exceed 5 pieces.
- > A combination of capability and specialty/product/service categories, not to exceed 35 items in the cross-reference section.


### PREMIUM DISPLAY AD

Inside Front Cover (IFC)	6,275	
Page 1	5,975	
Page 2	5,775	
Page 3	5,775	
Inside Back Cover (IBC)	5,175	
Back Cover (BC)	10,925	

### DISPLAY AD

Full Page (8.5 X 11")	4925	
Quarter Page (4.5 x 3.5")	1975	

### SHOWCASE INSERTS

Bound-in, no fold (8.5" x 11")	2,000	
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### CHAIN OF CUSTODY or CERTIFICATION LOGOS (FSC/SFI/PEFC/SSAE)

First logo	350	
Each additional logo	50	

### LOGO ADVERTISING

1"x3.5"	725	
1.5" x 3.5"	825	
2"x3.5"	975	
2.5 x 3.5	1075	



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# Partnership Opportunities

# 2019 Partnership

## Programs Partner Level Fee

Member Excel List		
Print Showcase		
Star of Excellence Awards		
Women in Print Luncheon		
Golf Tournaments		
Young Professionals Luncheon		
Mingle Jingle		
SmartCafe Events		
SmartSolutions Events		
Walleye Tournament		
Loupe Magazine		
eLoupe News		
PIMW.org Banner		
eMail Blast		
Buyers Guide		

CUSTOM PARTNERSHIPS:

		Subtotal
		Less 10% for Annual Partnership
		Total 2019 Partnership

Company
Contact
Email
Phone
Signature
Date

**CONTACTS**

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