



**PiM**  
PRINTING INDUSTRY midwest  
**PARTNERSHIP**  
**OPPORTUNITIES**  
**2021**

**SHARE THE VALUE OF YOUR SOLUTIONS**

Opportunities for engaging PIM members

*[www.pimw.org/sponsorships-advertising/](http://www.pimw.org/sponsorships-advertising/)*

Serving Minnesota, Iowa, Nebraska, North Dakota and South Dakota



# Membership has its benefits!

Discover how at:

[www.pimw.org/benefits](http://www.pimw.org/benefits)



**Training & Consulting**

## Enhance your skills and stay ahead of the curve

iLearning Courses | Sales Coaching | OSHA Training | CSR, Sales, & Direct Mail Certifications | & More



**Events & Networking**

## Engage with subject matter experts and peers

Print Showcase | SmartCafe | Women in Print | Golf Tournaments | Mingle Jingle | Continuous Improvement | & More



**Safety & Environmental**

## Reduce injuries and keep regulators at bay

EHS Audits and Updates | Great Printer Program | Right to Know Training | Lockout/Tagout Training | & More



**Publications & Research**

## Connect with prospects and keep up-to-date

Print Buyers Guide | Wage & Benefits Survey | The Loupe Newsletters | Dynamic Ratios | & More



**Workforce Development**

## Attract and retain well-qualified personnel

Job Board | Scholarships | Recruitment and Retention Resources | Workforce Consulting | Apprenticeships | & More



**Technology & Workflows**

## Ensure production stays online and in top-form

Technology Hotline | Inkjet and Automation Resources | Centers of Excellence | & More



**Peer Groups & Councils**

## Discover best practices and learn from peers

Financial Executives Council | HR Listserve | Young Professionals Group | PIA Peer Groups | & More



**Advocacy & Action**

## Support efforts to reduce regulations and spur growth

Legislative Lobbying | Postal Reform | Print Advocacy Campaigns | & More



**Awards & Recognition**

## Gain recognition for your quality work and employees

Star Awards | Leadership Awards | Best Workplace in Americas | & More



**Group Buying Programs**

## Reduce expenses with PIM purchasing programs

Health & Business Insurance | Hardware | Software | Shipping | Materials | Credit Card Processing | & More

Because we're stronger together • [www.pimw.org/staff](http://www.pimw.org/staff) • 612.400.6200

# PIM PARTNERSHIP OPPORTUNITIES

PIM is your ideal partner • [www.pimw.org/sponsorships-advertising/](http://www.pimw.org/sponsorships-advertising/)



## BENEFITS OF PARTNERING WITH PIM

Opportunities for engaging PIM members & creating solutions to their problems

Printing Industry Midway (PIM) Partners offer **TRUSTED ACCESS**, resources and information to members to help them navigate the evolving print industry.

Partners can network with key decision-makers and obtain lists of event attendees by **SPONSORING EVENTS**.

By creating **TARGETED ADVERTISEMENTS** PIM Partners can offer insights and providing valuable solutions to members.

Every year partners will receive an **ANNUAL MAILING** list of all PIM members.

**BECAUSE WE'RE STRONGER TOGETHER**

[www.pimw.org/benefits](http://www.pimw.org/benefits)

### EXPOSURE

By sponsoring and advertising with Printing Industry Midwest (PIM) you gain visibility in PIM's publications, websites and social media accounts which will raise your organization's visibility among PIM members. More information online at [www.pimw.org/sponsorships-advertising/](http://www.pimw.org/sponsorships-advertising/).

#### FOR EVENTS...

All sponsorships include brand promotion before, during & after all events. PIM events range from 25 to 350 attendees per event. Attendees span from CEO's to production workers, print buyers to print suppliers. Each event and sponsorship operates differently, most include...

- Company logo/name displayed on event website
- Company logo/name displayed on event marketing collateral (programs, flyers, mailings, posters, emails, social media posts, website page, banners, etc.)
- Sponsors can provide giveaways items at events and/or distribute literature
- Sponsors can speak or show a video during the event

#### FOR PUBLICATIONS...

PIM publications, emails and websites reach thousands of printers, suppliers and print buyers throughout the year. Partners can connect with our targeted audience by placing advertisements in publications. You can also highlight and promote your company's news, awards, announcements and press releases in PIM's newsletter for free throughout the year.

#### OTHER RESOURCES...

Partners can connect with other members, print suppliers, print buyers, marketing professionals and creatives on the following sites.

- PIM Website ([www.pimw.org](http://www.pimw.org))
- PIM Connect ([www.connect.pimw.org/home](http://www.connect.pimw.org/home))
- PIM Printer Resource ([www.pimw.org/print-resources](http://www.pimw.org/print-resources))
- PIM Print Buyers Guide & Membership Directory ([www.pimw.org/print-buyers-guide](http://www.pimw.org/print-buyers-guide))
- PIM Social Media Accounts (Twitter @PrintingMW, Facebook @PrintingIndustryMW and LinkedIn @PrintingIndustryMidwest)

### CONTACT

If you have any questions or would like to set up a meeting to discuss your partnership, please contact Steve Bonoff ([sbonoff@pimw.org](mailto:sbonoff@pimw.org), 612.400.6203).

# PIM PARTNERSHIP OPPORTUNITIES

Engaging with PIM members • [www.pimw.org/sponsorships-advertising/](http://www.pimw.org/sponsorships-advertising/)



All sponsorships include brand promotion pre, during & post-events

NOTE: Sponsor levels based upon availability.

## EXCEL LIST OF MEMBERS - Annual

Contact information of all member contacts

- Mailing information only

Associate Member Benefit

Free



## 2021 VIRTUAL PRINT SHOWCASE - March 18, 2021

Trade show by printers, For print buyers - 220 Attendees

- One sponsor will be highlighted each hour of the event
- Attendee roster of exhibitors and attendees

Signature Sponsors (3 Spots Available)

\$800



## 2021 STAR AWARDS - June 17, 2021

PIM's biggest night of the year - 350 Attendees

- Attendee roster
- Sponsor giveaways
- Literature distribution

Exclusive Signature Sponsor (Corporate Video)

\$5,000



Beverage Sponsor (Get 100 Drink Tickets)

\$2,000



Appetizer Sponsor (Provide Giveaways)

\$2,000



Best of Show Award Sponsor

\$1,350



People's Choice Award Sponsor

\$950



CSR of the Year Award Sponsor

\$950



Production Professional of the Year Award Sponsor

\$950



Outstanding Team of the Year Award Sponsor

\$950



Young Professional of the Year Award Sponsor

\$950



Creative Professional of the Year Award Sponsor

\$950



**NEW!** Financial Executive of the Year Award Sponsor

\$950



Décor & Centerpiece Sponsor

\$950



Program Sponsor

\$950



# PIM PARTNERSHIP OPPORTUNITIES

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**All sponsorships include brand promotion pre, during & post-events**

*NOTE: Sponsor levels based upon availability.*

## 2021 GOLF OUTINGS -

*Supporting PIM Education Foundation - Held at 2 locations throughout the summer*

- Attendee roster
- Sponsor giveaways
- Literature distribution
- Hole sponsors may have representatives stationed at their hole.

### **MINNESOTA** - 160 Attendees - **August 5, 2021**

Dinner Sponsor	\$500	<input type="checkbox"/>
Lunch Sponsor	\$500	<input type="checkbox"/>
Refreshment Sponsor	\$300	<input type="checkbox"/>
Hospitality Sponsor	\$250	<input type="checkbox"/>
Hole Sponsor + \$100 Prize	\$250	<input type="checkbox"/>
Raffle Sponsor	\$100	<input type="checkbox"/>
Winning Low Score Award	\$400	<input type="checkbox"/>

### **MIDLANDS** - 50 Attendees - **August 2021**

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

## 2021 WOMEN IN PRINT - **October 7, 2021**

*Luncheon honoring women in graphic communications - 150 Attendees*

- Attendee roster
- Sponsor giveaways
- Literature distribution
- Welcome & dedicated table at registration (*Signature Sponsor only*)

Exclusive Signature Sponsor	\$3,000	<input type="checkbox"/>
Support Sponsor	\$500	<input type="checkbox"/>

## 2021 MINGLE JINGLE - **December 2021**

*Holiday event for fun and cheer - 150 Attendees*

Attendee roster	Beverage Sponsor	\$1,500	<input type="checkbox"/>
Sponsor giveaways	Appetizer Sponsor	\$500	<input type="checkbox"/>
Literature distribution			

# PIM PARTNERSHIP OPPORTUNITIES

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**All sponsorships include brand promotion pre, during & post-events**

*NOTE: Sponsor levels based upon availability.*

## YOUNG PROFESSIONALS (YP) - Quarterly

*Empowering the next generation - 25-60 Attendees*

- Attendee roster
- Sponsor giveaways
- Literature distribution

**Annual Support Sponsor**  
(For all 2021 YP events)

\$500

## SMARTCAFE - Quarterly

*Hybrid in-person & online meetings - 25-60 Attendees*

- Attendee roster
- Literature distribution
- 5-minute speaking slot
- Signature sponsor introduction

**Signature Sponsor** (Four Events)

\$1,500

**Support Sponsor** (Single Events)

\$500

## PIM WEBINAR - Year-Round

*NEW! You pick the topic & you present to all PIM members!*

- Pick a topic of your choice
- Topics must be educational
- 30-45 minutes to present
- Plus time for Q&A if live
- You, your staff or subject matter expert will present
- PIM members will attend this webinar free of charge

**Presented LIVE & Recorded** (Limited to 6 per year)

\$1,000

**Only Recorded** (Unlimited)

\$250

*All recording will be housed in the PIM Webinar Library for off-line viewing*

### WHEN DO YOU WANT TO PRESENT A WEBINAR?

**2021:** JANUARY  FEBRUARY  MARCH  APRIL   
MAY  JUNE  JULY  AUGUST  SEPTEMBER   
OCTOBER  NOVEMBER  DECEMBER   
**2022:** JANUARY  FEBRUARY  MARCH  APRIL

*PIM will try to accommodate all requests. Based on availability and on PIM's schedule months may need to be adjusted. PIM will reach out to finalize dates.*

# PIM PARTNERSHIP OPPORTUNITIES

Connect with prospects • [www.pimw.org/sponsorships-advertising/](http://www.pimw.org/sponsorships-advertising/)



Reach PIM members, non-members and potential print buyers by promoting your company through PIM's publications

## THE LOUPE MAGAZINE ADS -

*PIM's signature magazine - Printed & mailed to 2,100+ members 6x per year*

- Choose to run your ad in the next 1, 3 or 6 issues
- Select the months you wish to advertise in (*Magazine is published every other month*)
- Files for ads are due the 1st of the month prior to publication (*i.e. - February 1st is the due date for March issue*)

### SINGLE ISSUE

1/2 Page Ad (8.5" x 5.5")	\$400	<input type="checkbox"/>
1/4 Page Ad (4.25" x 5.5")	\$200	<input type="checkbox"/>

### THREE ISSUES

1/2 Page Ad	\$1,000	<input type="checkbox"/>
1/4 Page Ad	\$500	<input type="checkbox"/>

### SIX ISSUES

1/2 Page Ad	\$2,000	<input type="checkbox"/>
1/4 Page Ad	\$1,000	<input type="checkbox"/>

### ISSUE SELECTION

2021: JANUARY  MARCH  MAY  JULY  SEP.  NOV.   
2022: JANUARY  MARCH  MAY  JULY  SEP.  NOV.

## THE ELOUPE NEWS ADS -

*PIM electronic newsletter - Emailed to 2,000+ members 2x per month*

- Choose to run your ad in the next 1, 6 or 12 issues
- Tell us the month you wish to start advertising in
- Files for ads are due the 1st of the month prior to publication

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"/>

ISSUE SELECTION Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

*Ads are 468 (w) x 60 (h) pixel banner ad linked to a URL or document*

## WEBSITE BANNER ADS -

*Banner ads on primary and community websites - [www.pimw.org](http://www.pimw.org) & [www.connect.pimw.org](http://www.connect.pimw.org)*

- Choose to run your ad for the next 1, 6 or 12 months
- Tell us the month you wish to start advertising in
- Files for ads are due the 1st of the month prior to publication

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

ISSUE SELECTION Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

*Ads are 468 (w) x 60 (h) pixel banner ad linked to a URL or document*

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## 2022 PRINT BUYERS GUIDE & MEMBERSHIP DIRECTORY -

Printed and mailed to thousands of print buyers & influencer's once a year

	BEFORE September 17	AFTER September 17
<b>PREMIUM DISPLAY ADS:</b>		
<input type="checkbox"/> Inside Front Cover Ad (IFC)	\$6,275	\$6,525
<input type="checkbox"/> Inside Back Cover Ad (IBC)	\$5,175	\$5,425
<input type="checkbox"/> Back Cover (BC)	\$10,925	\$11,175
<input type="checkbox"/> Full Page Ad (8.5"(w) x 11"(h)) <b>MAJOR SAVINGS!</b>	\$2,975	\$4,190
<input type="checkbox"/> Insert Ad (You print, no fold, full page front & back)	\$2,000	\$2,500
<input type="checkbox"/> Quarter Page Ad (4.5"(h) x 3.5"(w))	\$1,675	\$1,975
<b>LOGOS ADS: MAJOR SAVINGS!</b>		
<input type="checkbox"/> 1 Inch (1"(h) x 3.5"(w))	\$675	\$775
<input type="checkbox"/> 1.5 Inch (1.5" x 3.5")	\$775	\$875
<input type="checkbox"/> 2 Inch (2" x 3.5")	\$875	\$975
<input type="checkbox"/> 2.5 Inch (2.5" x 3.5")	\$975	\$1,075
<b>CERTIFICATION LOGOS:</b>		
<input type="checkbox"/> First Logo	\$350	\$350
<input type="checkbox"/> Each Additional Logos (\$50 per logo)	\$50	\$50
Total Number of Logos: _____		

### HOW ARE YOU ADVERTISING?

#### Premium or Logo Ads

- Re-run my 2021 Ad (same text & graphics)
- \*Updates Needed! Text and/or graphics will be sent by: **OCTOBER 1, 2021**
- \*NEW Ad! Text & graphics will be sent by: **OCTOBER 1, 2021**

#### Or Basic Listing (Not purchasing an ad this year)

- Re-run my 2021 Basic Listing (same text)
- \*Updates Needed! Text will be sent by: **OCTOBER 1, 2021**
- \*New Basic Listing! Text will be sent by: **OCTOBER 1, 2021**

\*NOTE: Any text or graphic changes after October 1, 2021 will result in a \$100 alteration fee.

### BONUS! ARE YOU PURCHASING A PREMIUM OR LOGO AD?

- Yes, you get an **UPGRADED** PrintAccess listing.
- No, you get a basic PrintAccess listing.

### DUE DATES: SEPTEMBER 17, 2021:

Early Bird Discount Deadline

### OCTOBER 1, 2021:

All **order forms** & all **updates** (new text & graphics) due. Ad sales close at 4:00 PM.

### OCTOBER 15, 2021:

Cover Contest Deadline

### BONUS! UPGRADED ONLINE LISTING:

This year there has been tons of improvements made to the PrintAccess ([www.printaccess.com](http://www.printaccess.com)). Making it more efficient, faster and improving map-based searches.

### By purchasing a Premium Display or Logo Ad you will be able to display these **NEW** features...

- Your logo, contact info & company description will be displayed in search results
- You can upload promotional image or video galleries
- You are able to display badges for awards & certifications
- And much more!

### QUESTIONS?

If you need more ad details or have questions, please visit [www.pimw.org/print-buyers-guide](http://www.pimw.org/print-buyers-guide) or contact Sadie Johnson - [sadieh@pimw.org](mailto:sadieh@pimw.org) or 612.400.6204.



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	PROGRAMS	PARTNER LEVEL	FEE
EVENTS	Member Excel List	Associate Member Benefit - FREE	\$0.00
	Print Showcase		
	Star Awards		
	Golf Tournaments		
	Women in Print		
	Mingle Jingle		
	Young Professionals		
	SmartCafe		
	PIM Webinar		
	The Loupe Magazine Ads		
ADS	The eLoupe News Ads		
	Website Banner Ads		
	2022 Print Buyers Guide Ads		
	<b>TOTAL</b>		\$

## PAYMENT OPTIONS

Contact Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_  
 Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_

SELECT ONE:  
 Bill all programs together       Bill each program separately

SELECT ONE:  
 Check Enclosed       Send Invoice       Send Link to Pay Online

Signature: \_\_\_\_\_      Date: \_\_\_\_\_

**SEND FORM TO OR DIRECT QUESTIONS TO:**  
 Kris Davis (kdavis@pimw.org , 612.400.6208) or Steve Bonoff (sbonoff@pimw.org, 612.400.6203)